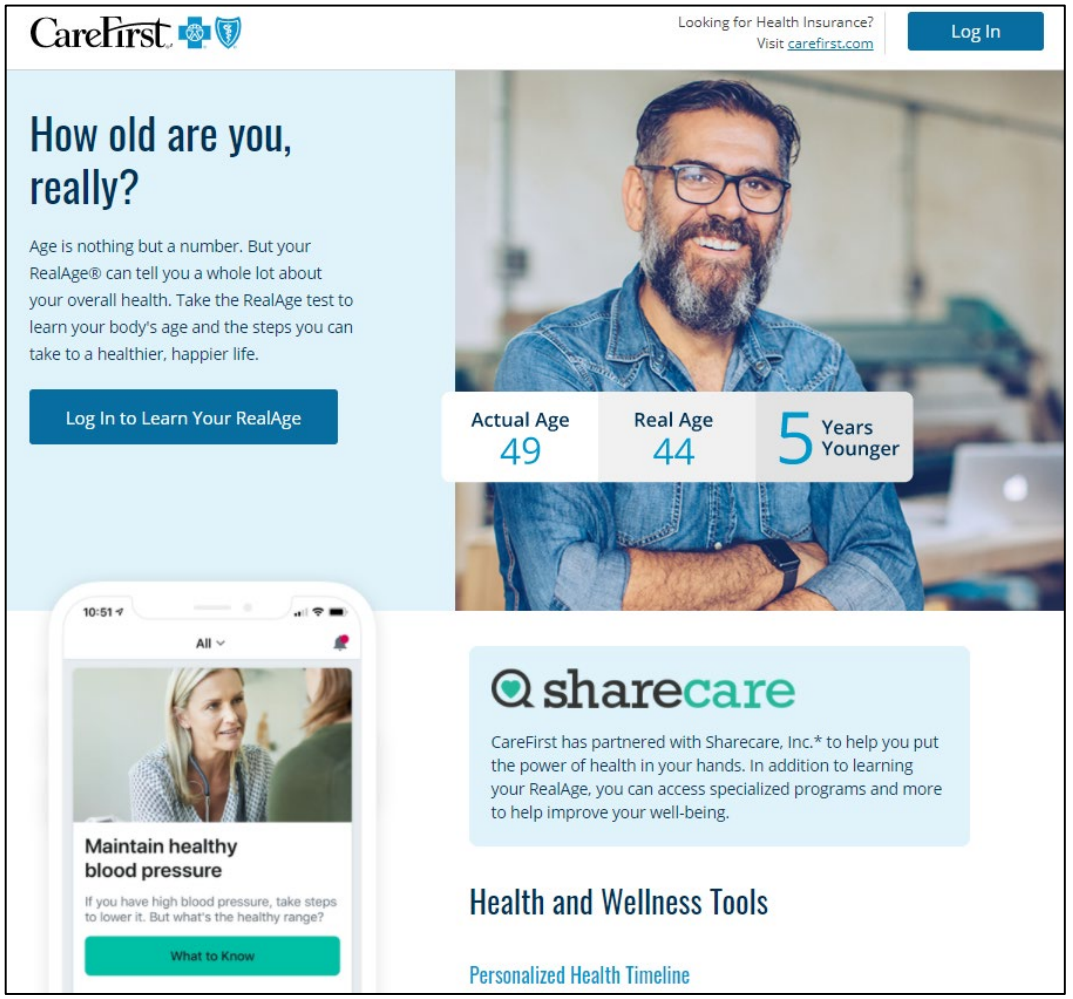
Member Communications

How to Use Wellness and Incentive Materials

Marketing landing page: carefirst.com/sharecare

Most wellness marketing materials direct members to this webpage and encourages them to register and get started with their wellness program (on or after their effective date).

Please note, once members have registered for Sharecare, they may receive additional Sharecare-generated communications including, but not limited to, emails and push notifications. At any time, members can opt-out of these communications.



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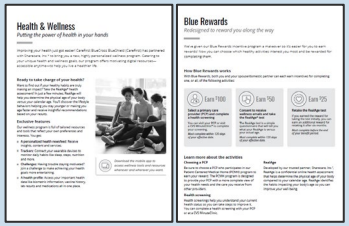
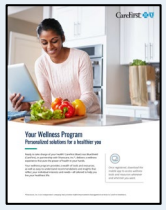
Member Materials	Sample	Description	Recommended timing
Open enrollment information		Wellness program and Blue Rewards descriptions available for print on demand open enrollment books. Content also available in OE slides.	During the account's open enrollment period - available on the Sales Ordering System
Launch posters		Promotes the program launch date with a variety of photo options - recommend using all versions.	At least 2 weeks before launch
Launch teaser email (Outlook template or content in Word)		New wellness program sneak peek/coming soon featuring Dr. Oz (co-founder of Sharecare). Employer to distribute to employee email listing.	At least 2 weeks before launch
Wellness program flier (incented vs non-incented)		Overview of wellness and incentive program to be posted on an intranet site, printed for use at events or sent as an email attachment.	At least 2 weeks before launch or renewal, during open enrollment or as resource at any time

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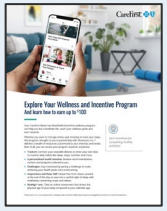
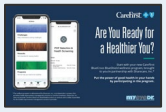
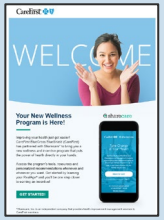
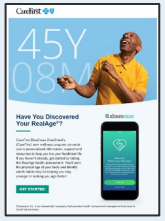
Blue Rewards flier (standard)		Overview of activities and incentives to be posted on an intranet site, printed for use at events or sent as an email attachment.	At least 2 weeks before launch or renewal, during open enrollment and as resource any time
Custom Blue Rewards flier or postcard (only for ASO groups with custom program)	 	Details of activities and incentives to be posted on an intranet site, printed for use at events or sent as an email attachment.	At least 2 weeks before launch or renewal, during open enrollment and as resource any time
Launch welcome email (Outlook template or content in Word)		Welcome email encouraging members to start wellness activities to earn incentive. Employer to distribute to employee email listing.	Release on the launch effective date
Launch reminder email (Outlook template or content in Word)		Email reminding members to complete the RealAge health assessment and explore their wellness program resources. Employer to distribute to employee email listing.	Release 15-30 days after the launch effective date and as needed

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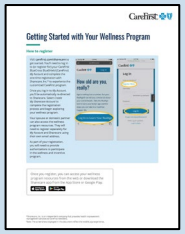
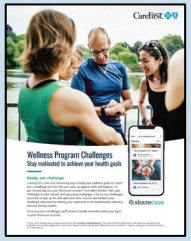
Getting Started flier (incented vs non-incented)		Guide to registering with Sharecare, completing the activities and exploring the platform features. Can print or add to intranet or email.	Release on the effective date and as needed
Your Wellness Program Trackers flier		Step-by-step instructions for linking wearable devices to the program. Can print or add to intranet or email.	Release on the effective date and as needed
Challenges flier		Encourages members to join challenges to help them reach their wellness goals. Can print or add to intranet or email.	One week before each challenge starts, then as a reminder 1-2 days before challenge
Inspirations flier		Overview of wellness program feature (streaming music and relaxation and wellness videos). Can print or add to intranet or email.	Use at any time and for Stress Awareness Month (April)

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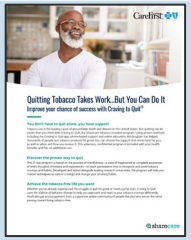
Health Coaching flier		Flier to promote disease management and lifestyle coaching. Can print or add to intranet or email.	Use at any time and for specific health observances
Scale Back campaign		Flier and two postcard options to promote weight management and/or diabetes prevention. Can print flier or add to intranet or email. Overview and testimonial videos also available.	Distribute flier and videos and mail postcard at any time and for Heart Month (Feb), Diabetes Awareness (Nov)
Craving to Quit campaign		Flier to promote tobacco cessation program. Can print or add to intranet or email. Overview video also available	Use at any time and for Great American Smokeout (November)
SmartDollar campaign		Flier to promote financial wellness. Can print or add to intranet or email. Overview video also available	Use at any time

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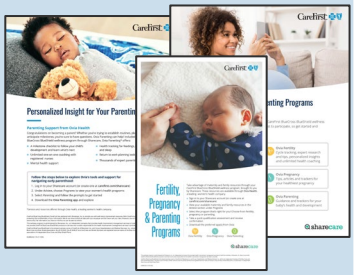
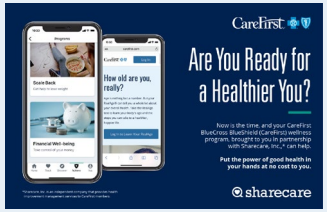
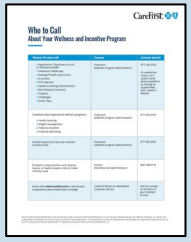
Ovia Health campaign (a buy-up, not included in standard wellness program)		General flier, Fertility flier, Pregnancy flier, Parenting flier, postcard and general poster to promote maternity and family resources. Can print or add to intranet or email.	Use at any time (upon program availability)
Specialized Programs postcard		Overview mailer for specialized programs and features – coaching, Scale Back, SmartDollar, Craving to Quit, Inspirations, RealAge. Print/mail costs covered by group.	Use at any time (upon program availability)
Who to Call contact sheet		Contains contact information for questions about the program, listed by topic. Can print or add to intranet or email.	Release on the effective date and as needed
Member FAQs		Included on carefirst.com/sharecare as a resource for certain questions that may arise before registration. Can print/add to intranet or email.	Use at any time

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Sharecare Member Journey video		An overview of the wellness program experience	Before launch or renewal, during open enrollment or as resource at any time
Sharecare Onboarding video (incented vs non-incented)		How to set up a wellness account and access standard program features	Release on the effective date and as needed
Sharecare 101s/ Tutorial videos		Individual overviews for platform features like AskMD, Challenges, Inspirations/Relax 360, Profile, RealAge, Rewards, Timeline and Trackers	Release on the effective date and as needed

Please refer to the Brand Portal for actual files and additional wellness materials